

**M.Sc. FASHION MERCHANDISING AND
RETAIL MANAGEMENT (MSCFMRM)**

Term-End Examination

00495

December, 2014

MFW-019 : INTERNATIONAL RETAILING

Time : 3 hours

Maximum Marks : 70

Note : Answer any **seven** questions. All questions carry equal marks.

1. What are the various modes of entering a foreign market ? Elaborate any two. 10

2. Distinguish between polycentric and ethnocentric orientation. 10

3. Explain the features of Retail for any **two** of the following : 10
 - (a) United States
 - (b) Mexico
 - (c) France

4. What are the motives for a domestic firm to go international ? 10
 5. Distinguish between MNCs and TNCs. 10
 6. How does socio-cultural environment of a country play an important role in retailing of a brand in the overseas market ? 10
 7. What is the role of Foreign Direct Investment (FDI) in promotion of international retailing in a foreign market ? 10
 8. Explain the features of Retail for any *two* of the following : 10
 - (a) Hungary
 - (b) Russia
 - (c) Australia
 9. Explain the model of cross-cultural behaviour. 10
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